



MEDIA ADVISORY

Office of Economic Development

FOR IMMEDIATE RELEASE

Contact

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WHAT: Mayor Reed will host a celebratory press conference to announce Target's sponsorship of free music and entertainment performances to be held throughout San Jose. The event will include a special live musical performance.

WHO: **San Jose Mayor Chuck Reed**
Carmen Sigler, San Jose State University
Benny Boveda, District Manager, Target and Chair, work2future
Andrew Bales, Founder and President, Symphony Silicon Valley
Marcela Davison, Executive Director, San Jose Mariachi and Mexican Heritage Festival

WHEN: 12:45 P.M.
Monday, April 27

WHERE: On the Plaza
San Jose City Hall
200 E. Santa Clara Street

BACKGROUND:

In the last few years, Target has increased its support of key San Jose initiatives—from its sponsorship of cultural events like 01SJ 2008 and free days at the San Jose Museum of Art to board service on work2future, the City's workforce development arm. The company recognizes that the connection between business and the arts can help transcend traditional boundaries by delivering economic and social benefits to communities, coalescing audiences and galvanizing revitalization efforts. The April 27

announcement will further expand their previous support and add a free entertainment component to the San Jose cultural circuit.